

# **Natural Personal Care Ingredients Market by Type (Emollients, Surfactants, Rheology Modifiers, Preservatives, Active Ingredients), Application (Skin Care, Hair Care, Make-up, Oral Care), and Region - Global Forecast to 2028**

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## **Abstracts**

In terms of value, the natural personal care ingredients market is estimated to grow from USD 5.3 billion in 2023 to USD 7.9 billion by 2028, at a CAGR of 8.3%. The mounting popularity of natural products and evolving lifestyle across worldwide are driving the natural personal care ingredients market. As individuals become more conscious of the potential health hazards linked to synthetic chemicals commonly found in conventional personal care items, there is an escalating desire for natural alternatives.

“Surfactants are estimated to be the second-largest type of natural personal care ingredients market, in terms of value, during the forecast period.”

Surfactants hold a significant position as the second-largest ingredient type in the natural personal care ingredients market due to several key factors. These factors are their unmatched effectiveness, widespread acceptance, versatile concentration use, and ongoing technological advancements, making them indispensable for creating high-performing and eco-friendly products. As a result, surfactants continue to play a crucial role in meeting consumer demand for effective and environmentally friendly personal care products..

“Hair care was the second-largest application of natural personal care ingredients market, in terms of value, during the forecast period.”

The hair care is the second-largest application in natural personal care ingredients

market is projected to experience speedy growth. This is driven due to technological advancements and increasing hair care problems. Technological progress has led to the development of effective natural ingredients, addressing various concerns like strengthening and nourishing hair. Meanwhile, rising issues such as hair loss and damage fuel the demand for natural solutions, making the hair care segment a significant player in the market.

“North America is projected to be the fastest-growing region, in terms of value, during the forecast period in the natural personal care ingredients market.”

North America is projected to be fastest-growing region in the natural personal care ingredients market, in terms of value, during forecast period due to shifting consumer preferences towards eco-friendly and sustainable products. With a growing awareness of the health and environmental benefits of natural ingredients, consumers are increasingly seeking products free from synthetic chemicals. This demand is further bolstered by stringent government regulations aimed at promoting safety and transparency in personal care products. Consequently, manufacturers are adapting to these changing dynamics by investing in research and development of natural alternatives, driving innovation and expansion in the North American market.

By Company Type: Tier 1 - 69%, Tier 2 - 23%, and Tier 3 - 8%

By Designation: C-Level - 23%, Director Level - 37%, and Others - 40%

By Region: North America - 21%, Europe - 45%, Asia Pacific - 15%, South America – 7%, Middle East & Africa - 12%,

The key players profiled in the report include BASF SE (Germany), Croda International Plc (UK), Ashland Inc. (US), The Lubrizol Corporation (US), Evonik Industries AG (Germany), Dow Inc. (US), Symrise AG (Germany), and among others.

## Research Coverage

This report segments the market for natural personal care ingredients based on ingredient type, application, and region and provides estimations of volume (Ton) and value (USD Million) for the overall market size across various regions. A detailed analysis of key industry players has been conducted to provide insights into their business overviews, services, and key strategies, associated with the market for natural

personal care ingredients.

### Reasons to Buy this Report

This research report is focused on various levels of analysis — industry analysis (industry trends), market share analysis of top players, and company profiles, which together provide an overall view of the competitive landscape, emerging and high-growth segments of the natural personal care ingredients market; high-growth regions; and market drivers, restraints, and opportunities.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on natural personal care ingredients offered by top players in the global market

**Analysis of key drives:** (mounting popularity of natural products, government regulations, evolving lifestyle across worldwide, and growing online purchase of personal care products), restraints (high cost, and limited shelf life of natural personal care ingredients), opportunities (mounting demand for male cosmetics, advancements regarding natural preservatives, growing demand for customization in personal care products, and rising concerns about synthetic or chemical ingredients), and challenges (lack of consistency, extraction process, and mounting counterfeit cosmetics) influencing the growth of natural personal care ingredients market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the natural personal care ingredients market

**Market Development:** Comprehensive information about lucrative emerging markets — the report analyzes the markets for natural personal care ingredients across regions.

**Market Diversification:** Exhaustive information about new products, untapped regions, and recent developments in the global natural personal care ingredients market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the natural

personal care ingredients market

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

##### 1.2.1 NATURAL PERSONAL CARE INGREDIENTS MARKET: INCLUSIONS AND EXCLUSIONS

##### 1.2.2 MARKET DEFINITION AND INCLUSIONS, BY INGREDIENT TYPE

##### 1.2.3 MARKET DEFINITION AND INCLUSIONS, BY APPLICATION

#### 1.3 STUDY SCOPE

##### 1.3.1 NATURAL PERSONAL CARE INGREDIENTS MARKET SEGMENTATION

##### 1.3.2 REGIONS COVERED

##### 1.3.3 YEARS CONSIDERED

#### 1.4 CURRENCY CONSIDERED

#### 1.5 UNITS CONSIDERED

#### 1.6 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### FIGURE 1 NATURAL PERSONAL CARE INGREDIENTS MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.2 PRIMARY DATA

##### 2.1.2.1 Interviews with experts –demand and supply sides

##### 2.1.2.2 Key industry insights

##### 2.1.2.3 Breakdown of interviews with experts

#### 2.2 MARKET SIZE ESTIMATION

##### 2.2.1 BOTTOM-UP APPROACH

##### FIGURE 2 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 (SUPPLY SIDE): COLLECTIVE SHARE OF COMPANIES

##### FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 1 BOTTOM-UP (SUPPLY SIDE): COLLECTIVE REVENUE OF ALL PRODUCTS

##### FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 2 –BOTTOM-UP (DEMAND SIDE): INGREDIENT TYPE

##### 2.2.2 TOP-DOWN APPROACH

##### FIGURE 5 MARKET SIZE ESTIMATION METHODOLOGY: APPROACH 3 –TOP-DOWN

## 2.3 DATA TRIANGULATION

FIGURE 6 NATURAL PERSONAL CARE INGREDIENTS MARKET: DATA TRIANGULATION

## 2.4 GROWTH RATE ASSUMPTIONS/GROWTH FORECAST

### 2.4.1 SUPPLY-SIDE ANALYSIS

FIGURE 7 MARKET CAGR PROJECTIONS FROM SUPPLY SIDE

### 2.4.2 DEMAND-SIDE ANALYSIS

FIGURE 8 MARKET GROWTH PROJECTIONS FROM DEMAND-SIDE DRIVERS AND OPPORTUNITIES

## 2.5 FACTOR ANALYSIS

## 2.6 ASSUMPTIONS

## 2.7 IMPACT OF RECESSION

## 2.8 LIMITATIONS

## 2.9 RISK ASSESSMENT

TABLE 1 NATURAL PERSONAL CARE INGREDIENTS MARKET: RISK ASSESSMENT

## 3 EXECUTIVE SUMMARY

FIGURE 9 ACTIVE INGREDIENTS WERE LARGEST INGREDIENT TYPE FOR NATURAL PERSONAL CARE INGREDIENTS MARKET IN 2022

FIGURE 10 SKIN CARE TO BE LARGEST APPLICATION OF NATURAL PERSONAL CARE INGREDIENTS DURING FORECAST PERIOD

FIGURE 11 NORTH AMERICA TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

## 4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN NATURAL PERSONAL CARE INGREDIENTS MARKET

FIGURE 12 EUROPE TO LEAD NATURAL PERSONAL CARE INGREDIENTS MARKET DURING FORECAST PERIOD

4.2 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION

FIGURE 13 EUROPE TO LEAD MARKET DURING FORECAST PERIOD

4.3 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION AND COUNTRY

FIGURE 14 GERMANY ACCOUNTED FOR LARGEST MARKET SHARE IN 2022

4.4 NATURAL PERSONAL CARE INGREDIENTS MARKET, APPLICATION AND REGION

FIGURE 15 SKIN CARE LED NATURAL PERSONAL CARE INGREDIENTS MARKET  
4.5 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY KEY COUNTRY  
FIGURE 16 GERMANY TO BE FASTEST-GROWING MARKET DURING FORECAST PERIOD

## 5 MARKET OVERVIEW

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

FIGURE 17 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN NATURAL PERSONAL CARE INGREDIENTS MARKET

#### 5.2.1 DRIVERS

5.2.1.1 Growing popularity of organic and clean-label products

FIGURE 18 ESSENTIAL OIL PRODUCTION IN TOP 10 COUNTRIES

5.2.1.2 Government regulations and incentives

5.2.1.3 Changing lifestyles worldwide

TABLE 2 GROSS ADJUSTED HOUSEHOLD DISPOSABLE PER CAPITA INCOME, 2019 AND 2022 (USD)

5.2.1.4 Rise in online purchases of cosmetics

#### 5.2.2 RESTRAINTS

5.2.2.1 High cost of natural personal care ingredients

5.2.2.2 Limited efficacy, shelf life, and stability of natural personal care ingredients

#### 5.2.3 OPPORTUNITIES

5.2.3.1 Rising demand for male cosmetics

5.2.3.2 Development of new natural preservatives

TABLE 3 NATURAL PRESERVATIVES AND THEIR APPLICATIONS

5.2.3.3 Increased demand for customization in cosmetic products

5.2.3.4 Concerns for safety of chemically derived personal care ingredients

#### 5.2.4 CHALLENGES

5.2.4.1 Challenges of extracting natural personal care ingredients

5.2.4.2 Lack of standardization

5.2.4.3 Increase in counterfeit cosmetic products

### 5.3 PORTER'S FIVE FORCES ANALYSIS

FIGURE 19 PORTER'S FIVE FORCES ANALYSIS OF NATURAL PERSONAL CARE INGREDIENTS MARKET

5.3.1 THREAT OF NEW ENTRANTS

5.3.2 THREAT OF SUBSTITUTES

5.3.3 BARGAINING POWER OF SUPPLIERS

5.3.4 BARGAINING POWER OF BUYERS

### 5.3.5 RIVALRY AMONG EXISTING COMPETITORS

## TABLE 4 NATURAL PERSONAL CARE INGREDIENTS MARKET: PORTER'S FIVE FORCES ANALYSIS

### 5.4 MACROECONOMIC INDICATORS

#### 5.4.1 GDP TRENDS AND FORECAST FOR MAJOR ECONOMIES

## TABLE 5 GDP TRENDS AND FORECAST OF MAJOR ECONOMIES, 2020–2028 (USD BILLION)

## 6 INDUSTRY TRENDS

### 6.1 SUPPLY CHAIN ANALYSIS

## FIGURE 20 NATURAL PERSONAL CARE INGREDIENTS MARKET: SUPPLY CHAIN

#### 6.1.1 RAW MATERIAL SUPPLIER

#### 6.1.2 MANUFACTURER

#### 6.1.3 DISTRIBUTION NETWORK

#### 6.1.4 END-USE INDUSTRY

### 6.2 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES

## 6.2.1 REVENUE SHIFT & NEW REVENUE POCKETS FOR NATURAL PERSONAL CARE INGREDIENTS MARKET

## FIGURE 21 NATURAL PERSONAL CARE INGREDIENTS MARKET: FUTURE REVENUE MIX

### 6.3 ECOSYSTEM ANALYSIS/MARKET MAP

## TABLE 6 NATURAL PERSONAL CARE INGREDIENTS MARKET: ECOSYSTEM

### 6.4 TECHNOLOGY ANALYSIS

#### 6.4.1 KEY TECHNOLOGIES

##### 6.4.1.1 Supercritical fluid extraction (SFE)

##### 6.4.1.2 Pigment extraction (Carotenoids from Microbes)

##### 6.4.1.3 Zeta Fraction technology

##### 6.4.1.4 Bio-based Vitamin A

#### 6.4.2 COMPLEMENTARY TECHNOLOGIES

##### 6.4.2.1 Trans-epidermal Formulations

##### 6.4.2.2 Microencapsulation

### 6.5 CASE STUDY

#### 6.5.1 CRODA BRINGING ANTI-AGING BENEFITS TO MAKE-UP

### 6.6 KEY STAKEHOLDERS AND BUYING CRITERIA

#### 6.6.1 KEY STAKEHOLDERS IN BUYING PROCESS

## FIGURE 22 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE APPLICATIONS

## TABLE 7 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP

## THREE APPLICATIONS (%)

### 6.6.2 BUYING CRITERIA

FIGURE 23 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

TABLE 8 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

## 6.7 PRICING ANALYSIS

### 6.7.1 AVERAGE SELLING PRICE TREND OF KEY PLAYERS, BY APPLICATION

FIGURE 24 AVERAGE SELLING PRICE TREND OF KEY PLAYERS FOR TOP THREE APPLICATIONS

TABLE 9 AVERAGE SELLING PRICE TREND OF KEY PLAYERS FOR TOP THREE APPLICATIONS (USD/KG)

### 6.7.2 AVERAGE SELLING PRICE TREND, BY REGION

FIGURE 25 AVERAGE SELLING PRICE TREND OF NATURAL PERSONAL CARE INGREDIENTS, BY REGION, 2021–2028

TABLE 10 AVERAGE SELLING PRICES TREND OF NATURAL PERSONAL CARE INGREDIENTS, BY REGION, 2021–2028 (USD/KG)

## 6.8 TRADE ANALYSIS

### 6.8.1 IMPORT DATA

FIGURE 26 NATURAL PERSONAL CARE INGREDIENTS IMPORT, BY KEY COUNTRY

TABLE 11 IMPORTS OF NATURAL PERSONAL CARE INGREDIENTS, BY REGION, 2017–2022 (USD MILLION)

### 6.8.2 EXPORT DATA

FIGURE 27 NATURAL PERSONAL CARE INGREDIENTS EXPORT, BY KEY COUNTRY

TABLE 12 EXPORTS OF NATURAL PERSONAL CARE INGREDIENTS, BY REGION, 2017–2022 (USD MILLION)

## 6.9 REGULATORY LANDSCAPE

TABLE 13 NORTH AMERICA: REGULATIONS FOR NATURAL PERSONAL CARE INGREDIENTS

TABLE 14 EUROPE: REGULATIONS FOR NATURAL PERSONAL CARE INGREDIENTS

TABLE 15 ASIA PACIFIC: REGULATIONS FOR NATURAL PERSONAL CARE INGREDIENTS

TABLE 16 REST OF THE WORLD: REGULATIONS FOR NATURAL PERSONAL CARE INGREDIENTS

6.9.1 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

## 6.10 KEY CONFERENCES & EVENTS IN 2024–2025

TABLE 17 NATURAL PERSONAL CARE INGREDIENTS MARKET: DETAILED LIST

## OF CONFERENCES & EVENTS

### 6.11 INVESTMENT AND FUNDING SCENARIO

### 6.12 PATENT ANALYSIS

#### 6.12.1 APPROACH

#### 6.12.2 PATENT TYPE

#### TABLE 18 PATENT STATUS: PATENT APPLICATIONS, LIMITED PATENTS, AND GRANTED PATENTS

#### FIGURE 28 PATENTS REGISTERED IN NATURAL PERSONAL CARE

#### INGREDIENTS, 2012–2023

#### FIGURE 29 LIST OF MAJOR PATENTS FOR NATURAL PERSONAL CARE INGREDIENTS

#### 6.12.3 TOP APPLICANTS

#### TABLE 19 PATENTS BY BASF SE

#### TABLE 20 TOP 10 PATENT OWNERS IN US, 2012–2023

#### FIGURE 30 LEGAL STATUS OF PATENTS FILED IN NATURAL PERSONAL CARE INGREDIENTS MARKET

#### 6.12.4 JURISDICTION ANALYSIS

#### FIGURE 31 MAXIMUM PATENTS FILED IN JURISDICTION OF US

## **7 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE**

### 7.1 INTRODUCTION

#### FIGURE 32 ACTIVE INGREDIENTS TO LEAD NATURAL PERSONAL CARE INGREDIENTS MARKET DURING FORECAST PERIOD

#### TABLE 21 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (USD MILLION)

#### TABLE 22 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (USD MILLION)

#### TABLE 23 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (TON)

#### TABLE 24 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (TON)

### 7.2 EMOLLIENTS

#### 7.2.1 DEMAND FOR EMOLLIENTS DUE TO GROWING CONSUMPTION OF SKIN CARE PRODUCTS

#### TABLE 25 EMOLLIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

#### TABLE 26 EMOLLIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 27 EMOLLIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 28 EMOLLIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

### 7.3 SURFACTANTS

7.3.1 INCREASING SKIN CARE AND HAIR CARE APPLICATIONS TO DRIVE MARKET

TABLE 29 SURFACTANTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 30 SURFACTANTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 31 SURFACTANTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 32 SURFACTANTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

### 7.4 PRESERVATIVES

7.4.1 INCREASING CONSUMER DEMAND FOR NATURAL AND SUSTAINABLE PRODUCTS TO DRIVE MARKET

TABLE 33 PRESERVATIVES: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 34 PRESERVATIVES: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 35 PRESERVATIVES: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 36 PRESERVATIVES: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

### 7.5 SUGAR POLYMERS

7.5.1 EXTENSIVE USE IN NATURAL AND ECO-FRIENDLY PERSONAL CARE PRODUCTS DUE TO BIOCOMPATIBILITY AND BIODEGRADABILITY

TABLE 37 SUGAR POLYMERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 38 SUGAR POLYMERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 39 SUGAR POLYMERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 40 SUGAR POLYMERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

### 7.6 RHEOLOGY MODIFIERS

7.6.1 RHEOLOGY MODIFIERS USED IN PERSONAL CARE PRODUCTS TO

## INCREASE VISCOSITY OF FORMULATIONS

TABLE 41 RHEOLOGY MODIFIERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 42 RHEOLOGY MODIFIERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 43 RHEOLOGY MODIFIERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 44 RHEOLOGY MODIFIERS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

## 7.7 ACTIVE INGREDIENTS

7.7.1 EXTENSIVE USE IN SKIN CARE AND HAIR CARE APPLICATIONS TO DRIVE MARKET

TABLE 45 ACTIVE INGREDIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 46 ACTIVE INGREDIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 47 ACTIVE INGREDIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 48 ACTIVE INGREDIENTS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

## 7.8 OTHER INGREDIENT TYPES

TABLE 49 OTHER INGREDIENT TYPES: PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 50 OTHER INGREDIENT TYPES: PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 51 OTHER INGREDIENT TYPES: PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 52 OTHER INGREDIENT TYPES: PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

## 8 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION

### 8.1 INTRODUCTION

FIGURE 33 SKIN CARE APPLICATION TO DOMINATE NATURAL PERSONAL CARE INGREDIENTS MARKET DURING FORECAST PERIOD

TABLE 53 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 54 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 55 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 56 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

## 8.2 SKIN CARE

8.2.1 GROWING DEMAND FOR SKIN CARE PRODUCTS FOR VARIOUS SKIN-RELATED PROBLEMS TO DRIVE MARKET

TABLE 57 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 58 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 59 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (TON)

TABLE 60 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (TON)

TABLE 61 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (USD MILLION)

TABLE 62 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (USD MILLION)

TABLE 63 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (TON)

TABLE 64 SKIN CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (TON)

## 8.3 HAIR CARE

8.3.1 GROWING PROBLEMS RELATED TO HAIR TO DRIVE MARKET

TABLE 65 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 66 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 67 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (TON)

TABLE 68 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (TON)

TABLE 69 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (USD MILLION)

TABLE 70 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (USD MILLION)

TABLE 71 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (TON)

TABLE 72 HAIR CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (TON)

#### 8.4 MAKE-UP

8.4.1 GROWING DEMAND FOR LIPSTICK, MASCARA, FOUNDATION, AND BLUSHERS TO DRIVE MARKET

TABLE 73 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 74 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 75 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (TON)

TABLE 76 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (TON)

TABLE 77 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (USD MILLION)

TABLE 78 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (USD MILLION)

TABLE 79 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (TON)

TABLE 80 MAKE-UP: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (TON)

#### 8.5 ORAL CARE

8.5.1 INCREASING AWARENESS OF MAINTENANCE OF ORAL HYGIENE TO DRIVE MARKET

TABLE 81 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 82 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 83 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (TON)

TABLE 84 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (TON)

TABLE 85 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (USD MILLION)

TABLE 86 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (USD MILLION)

TABLE 87 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (TON)

TABLE 88 ORAL CARE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY

## INGREDIENT TYPE, 2022–2028 (TON)

### 8.6 OTHER APPLICATIONS

TABLE 89 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 90 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 91 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (TON)

TABLE 92 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (TON)

TABLE 93 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (USD MILLION)

TABLE 94 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (USD MILLION)

TABLE 95 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2017–2021 (TON)

TABLE 96 OTHER APPLICATIONS: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY INGREDIENT TYPE, 2022–2028 (TON)

## 9 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION

### 9.1 INTRODUCTION

FIGURE 34 NORTH AMERICA TO BE FASTEST-GROWING NATURAL PERSONAL CARE INGREDIENTS MARKET

TABLE 97 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (USD MILLION)

TABLE 98 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (USD MILLION)

TABLE 99 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2017–2021 (TON)

TABLE 100 NATURAL PERSONAL CARE INGREDIENTS MARKET, BY REGION, 2022–2028 (TON)

### 9.2 ASIA PACIFIC

FIGURE 35 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET SNAPSHOT

#### 9.2.1 IMPACT OF RECESSION ON ASIA PACIFIC

9.2.2 ASIA PACIFIC NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION

TABLE 101 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,

BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 102 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 103 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY APPLICATION, 2017–2021 (TON)

TABLE 104 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY APPLICATION, 2022–2028 (TON)

9.2.3 ASIA PACIFIC NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
COUNTRY

TABLE 105 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY COUNTRY, 2017–2021 (USD MILLION)

TABLE 106 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 107 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY COUNTRY, 2017–2021 (TON)

TABLE 108 ASIA PACIFIC: NATURAL PERSONAL CARE INGREDIENTS MARKET,  
BY COUNTRY, 2022–2028 (TON)

9.2.3.1 China

9.2.3.1.1 Growing production and demand for high-end personal care products to  
boost market

TABLE 109 CHINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2017–2021 (USD MILLION)

TABLE 110 CHINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2022–2028 (USD MILLION)

TABLE 111 CHINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2017–2021 (TON)

TABLE 112 CHINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2022–2028 (TON)

9.2.3.2 India

9.2.3.2.1 Increase in e-commerce and growing population to drive market

TABLE 113 INDIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2017–2021 (USD MILLION)

TABLE 114 INDIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2022–2028 (USD MILLION)

TABLE 115 INDIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2017–2021 (TON)

TABLE 116 INDIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2022–2028 (TON)

9.2.3.3 Japan

#### 9.2.3.3.1 Demand for organic skin care products to drive market

TABLE 117 JAPAN: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 118 JAPAN: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 119 JAPAN: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 120 JAPAN: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.2.3.4 South Korea

##### 9.2.3.4.1 Influence of K-Beauty trends to drive demand

TABLE 121 SOUTH KOREA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 122 SOUTH KOREA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 123 SOUTH KOREA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 124 SOUTH KOREA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.3 NORTH AMERICA

FIGURE 36 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET SNAPSHOT

##### 9.3.1 IMPACT OF RECESSION ON NORTH AMERICA

9.3.2 NORTH AMERICA NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION

TABLE 125 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 126 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 127 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 128 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

9.3.3 NORTH AMERICA NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY

TABLE 129 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (USD MILLION)

TABLE 130 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 131 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (TON)

TABLE 132 NORTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (TON)

#### 9.3.3.1 US

9.3.3.1.1 Strong production base for personal care and cosmetic products to drive market

TABLE 133 US: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 134 US: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 135 US: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 136 US: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.3.3.2 Canada

9.3.3.2.1 Growing population to propel market growth

TABLE 137 CANADA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 138 CANADA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 139 CANADA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 140 CANADA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.3.3.3 Mexico

9.3.3.3.1 Growing middle-class population to drive demand

TABLE 141 MEXICO: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 142 MEXICO: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 143 MEXICO: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 144 MEXICO: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

### 9.4 EUROPE

FIGURE 37 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET SNAPSHOT

#### 9.4.1 IMPACT OF RECESSION ON EUROPE

#### 9.4.2 EUROPE NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION

TABLE 145 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 146 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 147 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 148 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.4.3 EUROPE NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY

TABLE 149 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (USD MILLION)

TABLE 150 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 151 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (TON)

TABLE 152 EUROPE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (TON)

##### 9.4.3.1 Germany

9.4.3.1.1 Increasing awareness of low VOC and benefits of natural products to drive market

TABLE 153 GERMANY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 154 GERMANY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 155 GERMANY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 156 GERMANY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

##### 9.4.3.2 France

9.4.3.2.1 Presence of major personal care manufacturers to drive market

TABLE 157 FRANCE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 158 FRANCE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 159 FRANCE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 160 FRANCE: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

9.4.3.3 Italy

9.4.3.3.1 Influence of slow beauty movement to drive market

TABLE 161 ITALY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 162 ITALY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 163 ITALY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 164 ITALY: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

9.4.3.4 UK

9.4.3.4.1 Growing production of unique personal care products to contribute to market growth

TABLE 165 UK: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 166 UK: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 167 UK: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 168 UK: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

9.5 MIDDLE EAST & AFRICA

9.5.1 IMPACT OF RECESSION ON MIDDLE EAST & AFRICA

9.5.2 MIDDLE EAST & AFRICA NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION

TABLE 169 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 170 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 171 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 172 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

9.5.3 MIDDLE EAST & AFRICA NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY

TABLE 173 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (USD MILLION)

TABLE 174 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 175 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (TON)

TABLE 176 MIDDLE EAST & AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (TON)

#### 9.5.3.1 GCC

##### 9.5.3.1.1 Saudi Arabia

9.5.3.1.1.1 Growing oil prevalence of extremely high temperatures to drive demand for skin care and hair care products

TABLE 177 SAUDI ARABIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 178 SAUDI ARABIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 179 SAUDI ARABIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 180 SAUDI ARABIA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.5.3.2 Egypt

##### 9.5.3.2.1 Rising disposable income to drive market

TABLE 181 EGYPT: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 182 EGYPT: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 183 EGYPT: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 184 EGYPT: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.5.3.3 South Africa

##### 9.5.3.3.1 Growing demand for skin care products to drive market

TABLE 185 SOUTH AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 186 SOUTH AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 187 SOUTH AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 188 SOUTH AFRICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

### 9.6 SOUTH AMERICA

### 9.6.1 IMPACT OF RECESSION ON SOUTH AMERICA

#### 9.6.2 SOUTH AMERICA NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION

TABLE 189 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 190 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 191 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 192 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

#### 9.6.3 SOUTH AMERICA NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY

TABLE 193 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (USD MILLION)

TABLE 194 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (USD MILLION)

TABLE 195 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2017–2021 (TON)

TABLE 196 SOUTH AMERICA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY COUNTRY, 2022–2028 (TON)

##### 9.6.3.1 Brazil

9.6.3.1.1 Growing production and demand for natural and bio-degradable personal care products and large population to drive market

TABLE 197 BRAZIL: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 198 BRAZIL: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 199 BRAZIL: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (TON)

TABLE 200 BRAZIL: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (TON)

##### 9.6.3.2 Argentina

9.6.3.2.1 Health and environmental concerns to drive market

TABLE 201 ARGENTINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2017–2021 (USD MILLION)

TABLE 202 ARGENTINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY APPLICATION, 2022–2028 (USD MILLION)

TABLE 203 ARGENTINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY

APPLICATION, 2017–2021 (TON)

TABLE 204 ARGENTINA: NATURAL PERSONAL CARE INGREDIENTS MARKET, BY  
APPLICATION, 2022–2028 (TON)

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